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United States Department of Agriculture
U.S. EXTENSION SERVICE
Washington 25, D. C.

SUGGESTIONS FOR EDUCATIONAL AND INFORMATIONAL PROGRAM
IN RE 1944 WAR FOOD PRODUCTION

- A. To get the 1944 war food production job done will require the best efforts of every worker in every agricultural agency who has opportunity to make contact with farm people.
- B. Three phases must be stressed with farm people:
1. What the farmer by his own individual efforts and ingenuity can do to produce maximum quantities of needed foods in spite of shortages of feed, fertilizer, machinery, and labor.
 2. What farm people in a community can do by working together.
 3. What assistance is necessary and available from Government.
- C. There is no one best way to do the educational and informational job on a Nation-wide scale. Each State must work out the best way for its situation and to best utilize facilities at hand. It is suggested that the State War Board appoint a committee to work at developing the educational program during the State conference. The program should be reported to the conference at one of the last day's sessions.
- D. While the educational program must be planned within each State to fit that State, there are a number of factors which should be considered in preparing and carrying out such a program.
1. Farmer performance will determine the extent to which the goals are reached. Therefore, the educational program should be planned to help every farmer use every facility at hand to get maximum results from his farm.
 2. The appeal should be on both a patriotic and a financial basis. The need for food as a munition of war must be emphasized at every opportunity.
 3. The assistance of all available voluntary leaders, committeemen, commodity groups, breed associations, etc., should be sought and provision made to inform them concerning the need for food and the provisions of the program to obtain it.
 4. The professional personnel of every U.S.D.A. War Board Agency should assist in enlisting the full participation of farmers in the 1944 war food program. This personnel should receive their training from the same source at the same time. Each agency should contribute to the training program on the subjects of its especial interest, e.g.:
Goals - BAE and Experiment Stations.
Practice program - AAA, SCS, Extension.
Feed - CCC, AAA, Extension.
Machinery - AAA, Extension, Vocational Education.
Marketing and transportation - FDA, Extension.
Labor - Extension, Vocational Education
Price supports - AAA.
Organization of educational program - Extension.

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5. The expansion of production through increasing acreages and livestock numbers has just about reached the limit of cultivated acres and available feed. With the exception of slight shifts from less desirable to more needed crops, production increases will come from better farming practices, such as higher yielding varieties, better soil management, timeliness of farm operations, control of insects and of plant and livestock diseases, better utilization of feed, heavier fertilizer, etc. Special attention should be given to getting wide adoption of those practices which give large yield increases, such as early plowing for wheat in Kansas, Tama and Vicland oats in Minnesota, certified seed potatoes, the poultry conservation program, etc.

E. The sources of basic information for the educational program are:

1. Production goals - WFA.
2. Production capacity studies - Land-grant colleges, BAE and other USDA agencies.
3. Practice recommendations - Land-grant colleges and State technical committees.
4. Price supports and subsidies - WFA and OPA.
5. Rationed equipment and supplies - WPB, WFA, ODT, OPA.

F. Organization of educational program:

1. Extension as a member of the State War Board will be responsible for organizing the educational activities and will be assisted by all members of the board. Procedures should be developed by a committee as suggested in C above. Procedure should provide:
 - a. District or county conferences for professional personnel of War Board agencies. These conferences should follow the same general pattern of the State conferences in regard to:
 - (1) National requirements and production goals.
 - (2) Practice programs.
 - (3) Supplies and facilities such as farm machinery, labor, feed, transportation, storage, credit, etc.
 - (4) Price supports and production incentives.
 - (5) Organization of educational and informational program in county.
 - b. Subcounty training meetings (6 to 10 per county) for committeemen, voluntary leaders, and others who will assist in holding small neighborhood or school district discussion meetings with their neighbors. The programs should cover the first four topics suggested for the county conferences.

- c. Timely press releases.
- d. Radio programs of various types.
- e. Handbooks for leaders.
- f. Special leaflets for special crops or other production problems.
- g. Special programs for certain crops where there is danger of goals not being reached.

2. Professional staffs of all agencies should cooperate in training leaders and in conducting meetings according to plans developed at the State conference.

G. Program features and basic questions should be discussed with farmers. All agencies should cooperate in every way possible in getting information to farmers and in helping them to utilize fully all the facilities available in order that the production goals may be reached. Following are a few specific questions which should be discussed with farm people:

1. Farm commodities most needed nationally and why they are needed.
2. Of these national requirements what can farmers in this community best produce?
3. Where shifts from regular production can be made to more needed products -
 - a. What new machinery or equipment will be needed to facilitate these shifts?
 - b. How may adequate seed be provided?
4. What practices will enable each farmer to increase his production of needed crops and livestock?
5. What can be done to make available labor go farther?
6. What can be done to make maximum use of available machinery, fertilizer, spray materials, feed, and other farm supplies?
7. Which of the 1944 agricultural production problems can be solved by the individual farmer? Which by community and neighborhood cooperation? Which will require outside assistance?

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